Subject: RE: Pop-Up 101: Retail With A Mission!
From: Alan Johnson <AlanJ@Victory-Group.com>
Date: 07/13/2017 05:18 PM
To: Linda Grimes <llgrimes@ix.netcom.com>, "lparker@sanpedrobid.com" <lparker@sanpedrobid.com>, "'Jonathan Williams'" <jwilliams@labattleship.com>, Greg Morena <greg@est1977group.com>
CC: Joe Pielago <jpielago@sanpedrobid.com>

Pop-ups could be an interesting thing to try on first Thursday, maybe in the parking area under the courthouse.

From: Linda Grimes [mailto:llgrimes@ix.netcom.com]
Sent: Thursday, July 13, 2017 7:58 AM
To: lparker@sanpedrobid.com; 'Jonathan Williams' <jwilliams@labattleship.com>; Alan Johnson <AlanJ@Victory-Group.com>; Greg Morena <greg@est1977group.com>
Cc: Joe Pielago <jpielago@sanpedrobid.com>
Subject: FW: Pop-Up 101: Retail With A Mission!

Was thinking about this idea with respect to the PBID.....

Linda Grimes, 310 732 0010

On the Web ~ www.SanPedroWaterfrontArtsDistrict.com
Subscribe to the **Arts District E-News** ~ http://eepurl.com/TkpID
Face book ~ San Pedro Waterfront Arts District

From: Center for Cultural Innovation [mailto:info@cciarts.org]
Sent: Thursday, July 13, 2017 7:03 AM
To: llgrimes@ix.netcom.com
Subject: Pop-Up 101: Retail With A Mission!

Pop-Up 101: Retail With A Mission!

You're invited to a special workshop for creative entrepreneurs presented by CCI and Popuphood, and hosted by River Wild at the L.A. River Cafe.

Learn what makes a pop-up successful, how to strategize a pop-up for your business, and where you should pop-up. We will cover the difference between short term and a permanent leases, what documents you will need, what costs to consider, how marketing a pop-up is different, and what financial resources to consider. Additionally, we will provide templates and an application to get you started for a successful pop-up.

Popuphood is a social enterprise connecting building owners and cities with local business incubation programs designed to transform communities from Vacant to Vibrant. Popuphood is the first retail incubator in the US and was founded in Oakland in 2011 in response to a deep recession and a desolate neighborhood in a struggling city. The model has now propagated to cities across the US, was featured in the in the 2012 Venice Biennale for Architecture, and the 2013 Venice Biennale in Chicago. Through successful public-private partnerships Popuphood led a city-wide marketing campaign garnering global media coverage. The New York Times, The Wall Street Journal, The Atlantic, Fast Company, The Huffington Post, Sunset Magazine, and other sources highlighted the positive impact of "Pop-up to Permanent Program" in Oakland.

Sarah R. Filley is an artist, public speaker, and the co-founder and CEO of Popuphood, LLC. Her teaching and artistic practice engages the city as a platform for educational, cultural and civic engagement. Filley serves as an Advisory Board Member for Newaukee in Milwaukee, WI., on the Business and Economic Development Advisory Committee for the California State Assembly where she co-sponsored the AB2719 State Bill, and as a judge for the 2014 NEA Our Town Grant. As a participant in a prestigious roster of national organizations she have lent creative approaches to local economic development to international cities, national panels, and webinars focused on the future of cities, real estate, the arts, and placemaking.

This workshop is made possible with support from the Roy and Patricia Disney Family Foundation and the City of Los Angeles, Department of Cultural Affairs.

Pop-Up 101 Workshop

Tuesday, August 15, 7-9pm

L.A. River Cafe
2902 Gilroy Street
Los Angeles, CA 90039

Cost: $30

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The Center for Cultural Innovation, 244 S. San Pedro Street, Suite 401, Los Angeles, CA 90012

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